ORDER

Order / Rev: <u>37505</u>

Alt Order #: 08877388

Product Desc: DCCC/HORSFORD

Estimate: 1969

Flight Dates: 10/05/12 - 10/11/12

Original Date / Rev: 10/04/12 / 10/04/12

Order Type: GENERAL

KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region:

Billing Type:

Billing Calendar:

National

Agency

Orders

Name: GMMB

Buying Contact:

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Cycle:

Agency Commission:

15%

00:15:00

Broadcast

EOM/EOC

Cash

Advertiser

Name:

Priority:

DCCC - Horsford

Demographic:

A35+

Product Codes:

LV2

Revenue Codes: AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/11/12	54	\$56,450.00	\$47,982.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating		
October 2012	54	\$56,450.00	\$47,982.50	0.00		
Totals	54	\$56,450.00	\$47,982.50	0.00		

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	•		Start Of Order - End Of Order	100%

 Order Share
 Share
 Total

 KLAS
 30%
 \$56,450.00

 Market
 400%
 \$488,466.67

 Market
 100%
 \$188,166.67

 Competitive Share
 Share
 Total

 CARLE
 0%
 \$0.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$47,041.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$9,408.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/08/12	2 10/11/12	8 News Now 5a	M-F CM	5-6a	MTWT	:30	4	\$225.00LV2	0.00 NM	4	\$900.00
				8 News Now 5a	M-F								
	8 NEW	S NOW											
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	leek: 10	/05/12	10/11/12	MTWT	2	\$225.00	0.00						
E 2	8	10/08/12	2 10/11/12	8 News Now 6a	M-F CM	6-7a	MTWT	:30	4	\$965.00LV1	0.00 NM	4	\$3,860.00
				8 News Now 6a	M-F								

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KLAS

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10/05/12 - 10/11/12

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Ln Ch Start End 8 NEWS NOW	Inventory Code Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
Start Date End Date Week: 10/05/12 10/11/12	Weekdays Spots/Week	<u>Rate</u> \$965.00	Rating 0.00						
E 3 8 10/08/12 10/11/12	CBS This Morning 7-9a CM CBS This Morning	7-9a	MTWT	:30	4	\$700.00LV1	0.00 NM	4	\$2,800.00
CBS THIS MORNING									
<u>Start Date</u> <u>End Date</u> Week: 10/05/12 10/11/12	Weekdays Spots/Week MTWT 4	<u>Rate</u> \$700.00	Rating 0.00						
E 5 8 10/07/12 10/07/12	CBS News Sunday Morr CBS News Sunday Morning	CBS Sunday	y MorniS	:30	1	\$1,225.00LV1	0.00 NM	1	\$1,225.00
CBS NEWS SUNDAY MORI		Dete	Dating						
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12		Rate \$1,225.00	Rating 0.00						
E 6 8 10/07/12 10/07/12	8 News Now Sun AM #2CM 8 News Now Sun AM #2	8 News Now	Sun AS	:30	2	\$1,225.00LV1	0.00 NM	2	\$2,450.00
8 NEWS NOW SUNDAY MO			.						
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$1,225.00	Rating 0.00						
E 7 8 10/07/12 10/07/12		<u> </u>	ationS	:30	1	\$1,400.00LV1	0.00 NM	1	\$1,400.00
FACE THE NATION	Face The Nation								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/12 10/07/12		\$1,400.00	0.00			· · · · · · · · · · · · · · · · · · ·			
E 8 8 10/08/12 10/11/12	Live w/Kelly CM Live w/Kelly	9-10a	MTWT	:30	3	\$300.00LV2	0.00 NM	3	\$900.00
LIVE! WITH KELLY	,								
Start Date End Date Week: 10/05/12 10/11/12	Weekdays Spots/Week MTWT 3	<u>Rate</u> \$300.00	Rating 0.00						
E 11 8 10/08/12 10/11/12	8 News Now Noon M-F CM	12-1230p	MTWT	:30	3	\$325.00LV2	0.00 NM	3	\$975.00
O ALEIMO MONA AT MOON	8 News Now Noon M-F								
8 NEWS NOW AT NOON Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/05/12 10/11/12	MTWT 3	\$325.00	0.00						
E14 8 10/05/12 10/11/12	The Talk 2-3P CM The Talk	2-3p	MTWT	:30	2	\$375.00LV2	0.00 NM	2	\$750.00
THE TALK	Weekdays Spots/Week	Rate	Rating						
Start Date End Date Week: 10/05/12 10/11/12	MTWT 2	\$375.00	0.00						
E 15 8 10/08/12 10/11/12	Ellen CM Ellen	3-4p	MTWT	:30	3	\$425.00LV2	0.00 NM	3	\$1,275.00
ELLEN			. .:						
Start Date End Date Week: 10/05/12 10/11/12	Weekdays Spots/Week MTwT 3	<u>Rate</u> \$425.00	Rating 0.00						
E 16 8 10/06/12 10/06/12		Various	S-	:30	1	\$275.00LV2	0.00 NM	1	\$275.00
THE INSIDER WEEKEND	Politics Now S Sebelius	(5:30 PM-6:0	00 PM)						
Start Date	Weekdays Spots/Week	<u>Rate</u> \$275.00	Rating 0.00						
	8 News Now 4p M-F CM	4-5p	MTWT	:30	4	\$450.00LV2	0.00 NM	4	\$1,800.00
8 NEWS NOW AT 4PM & 43	8 News Now 4p M-F	(4:30 PM-5:0	00 PM)						
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/05/12 10/11/12	MTWT 4	\$450.00	0.00			2502 2011/0	0.00 104	_	** 500.00
E18 8 10/08/12 10/11/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	5-630p	MTWT	:30	5	\$500.00LV2	0.00 NM	5	\$2,500.00
8 NEWS NOW ROTATION Start Date - End Date	Meakdays Snota Missle	Data	Ratino						
Start Date End Date Week: 10/05/12 10/11/12	Weekdays Spots/Week MTwT 5	<u>Rate</u> \$500.00	Rating 0.00						
	8 News Now Sat 5-7p CM	5-7p	S-	:30	1	\$225.00LV2	0.00 NM	1	\$225.00
8 NEWS NOW AT 5PM-SAT	8 News Now Sat 5-7p	(5:00 PM-5:3	30 PM)						

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Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount \$225.00LV2 0.00 NM \$225.00 .30 E 19 8 10/06/12 10/06/12 8 News Now Sat 5-7p CM 5-7p (5:00 PM-5:30 PM) 8 News Now Sat 5-7p **8 NEWS NOW AT 5PM-SAT** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----5-\$225.00 0.00 \$225.00LV2 0.00 NM \$225.00 10/06/12 10/06/12 8 News Now Sat 5-7p CM 5-7p :30 E 20 8 News Now Sat 5-7p (6:30 PM-7:00 PM) 8 NEWS NOW AT 630PM-SAT **End Date** Spots/Week Rating Start Date Weekdays Rate Week: 10/01/12 10/07/12 ----S-\$225.00 0.00----s \$350.00LV2 0.00 NM \$350.00 8 News Now Sun 5-7p CM 430-5p, 630-7p :30 E 21 8 10/07/12 10/07/12 (4:00 PM-4:30 PM) 8 News Now Sun 8 NEWS NOW AT 5PM-SUN **End Date** Spots/Week Rating Start Date **Weekdays** Rate Week: 10/01/12 10/07/12 -----\$350.00 0.00 **Description** Start/End Time **Weekdays** Length Rate Rtq Type Spot Ch Date Range :30 (\$350.00) 0.00 NM 430-5p, 630-7p (4:00 PM-4:30 P-----Su 8 10/01/12-10/07/12 8 News Now Sun 5-7p See MG 21.2 \$350.00 0.00 NM 430-5p, 630-7p (4:30 PM-5:00 P-----Su 8 10/07/12-10/07/12 8 News Now Sun 5-7p MG for 21.1 10/07 program moved due to NFL football - LM \$250.00 10/07/12 10/07/12 8 News Now Sun 5-7p CM 430-5p, 630-7p ----S :30 \$250.00LV2 0.00 NM E 22 (6:30 PM-7:00 PM) 8 News Now Sun 8 NEWS NOW AT 630PM-SUN Spots/Week Rating Rate Start Date End Date <u>Weekdays</u> \$250.00 0.00 10/07/12 Week: 10/01/12 :30 \$6,500.00LV1 0.00 NM \$6,500.00 10/08/12 10/08/12 Mon 8-9p CM E 25 8-9p (8:00 PM-9:00 PM) How Met Mother/ Partners **HOW I MET MOTHER/ PARTNERS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$6,500.00 0.00 10/11/12 10/11/12 CM 9-10p ---T---:30 \$9,450.00LV1 0.00 NM \$9,450.00 E 28 8 Thu 9-10p Big Bang / Two 1/2 Men Big Bang/ 2.5 Men Spots/Week Rating **End Date** Rate Start Date <u>Weekdays</u> ---T---\$9,450.00 0.00 Week: 10/08/12 10/14/12 1 1 \$1,400.00LV2 0.00 NM \$1,400.00 10/05/12 10/05/12 CM 8-9p ---F--:30 E 29 8 Fri 8-9p CSI: NY CSI: NY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----F--\$1,400.00 0.00 8 10/05/12 10/11/12 8 News Now 11p M-F CM 11-1135p 111-1--:30 \$600.00LV2 0.00 NM \$2,400.00 8 News Now 11p M-F **8 NEWS NOW AT 11PM** Spots/Week Rating Start Date End Date Weekdays 1 4 1 Rate 111-1--\$600.00 0.00 10/11/12 Week: 10/05/12 \$440.00LV1 0.00 NM 10/05/12 10/05/12 CM 1237a-137a ---F--:30 1 \$440.00 Craig Ferguson (12:37 XM-1:37 XM) Craig Ferguson LATE LATE SHOW Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/05/12 10/11/12 ---F--\$440.00 0.00\$2,100.00 10/06/12 10/06/12 NCAA Football CM NCAA College Foo----S-:30 2 \$1,050.00LV1 0.00 NM (12:30 PM-4:00 PM) NCAA College Football **CBS COLLEGE FOOTBALL** Spots/Week Rating Start Date End Date Weekdays Rate Week: 10/01/12 10/07/12 ----S-2 \$1,050.00 0.00 NFL Football Reg. ----S :30 1 \$2,200.00LV2 0.00 NM 1 \$2,200.00 10/07/12 10/07/12 NFL Reg Season Game&M E 39 NFL Football Reg. Season (10:00 AM-1:15 PM) **CBS NFL FOOTBALL-EARLY GAME** Spots/Week Rating Start Date **End Date** <u>Weekdays</u> Rate 1 \$2,200.00 0.00 Week: 10/01/12 10/07/12

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Ln	Ç	h	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 40)	8	10/07/12	10/07/12	NFL Reg Season	Game£M	NFL Footba	il RegS	:30	1	\$7,700.00LV1	0.00 NM	1	\$7,700.00
					NFL Football Reg	g. Season	(1:15 PM-4:3	30 PM)						
	CBS NFL FOOTBALL-LATE GAME													
		Start	Date 1	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	Veel	k: 10/0	1/12	10/07/12	S	1	\$7,700.00	0.00						
N41		8	10/11/12	10/11/12	Thu 10-11p	СМ	10-11p	T	:30	1	\$2,100.00LV2	0.00 NM	1	\$2,100.00
Person Of Interest								ı						
		Start	Date I	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	Veek	k: 10/0	8/12	10/14/12	T	1	\$2,100.00	0.00						

Totals 54 \$56,450.00